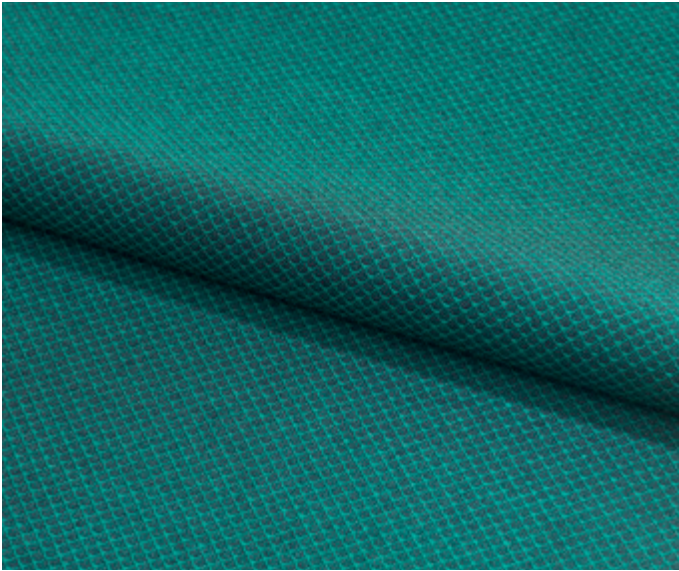


Jaali
Doshi Levien

kvadrat



Jaali

Jaali is an architectural woollen upholstery textile designed by Doshi Levien, which fuses pattern and texture to intriguing effect. Viewed from close-up, it reveals a fine net-like grid of hexagonal shapes. However, when seen from a distance, this pattern takes on the expression of a textured structure.

Named after the Hindi word for net or grid, *Jaali* is constructed with two unicoloured yarns. The contrast between the lighter, tone-on-tone yarns used for the pattern and the smooth, flat surface creates a three-dimensional play of light and shadow. Curiously, this infuses the textile with both lightness and depth.

Though directionless, the drop-like shapes of *Jaali*'s pattern add another dimension to the design. They unite to create a subtle sense of weight and graphic movement.

Jaali comes in 20 colourways, carefully selected from 1500 woven samples. To develop these, Doshi Levien took the colour scales of *Lila* and *Raas* – two other textiles they have designed for Kvadrat – as a starting point. To complete the palette, the designers set about crafting fresh, unexpected coloured neutrals.

Nipa Doshi: *"We wanted to add colours that bring something new to the Kvadrat collection, but without being loud or dominant. We want people to use the colours that we create, which is why we introduce them slowly, in a subtle way."*

Jaali combines particularly well with *Lila* and *Raas*, but also works well with the other textiles in the Kvadrat collection. It is suitable for public and private spaces.

Doshi Levien

Established in 2000 by Jonathan Levien and Nipa Doshi, Doshi Levien is an internationally acclaimed design practice. Their work celebrates the hybrid and fuses cultural ideas, technologies, storytelling, industrial design and fine craftsmanship.

Jonathan Levien and Nipa Doshi have been awarded the ICFF Editor's Award 2014, 2015 Wallpaper Design Awards and the 'Designers of the year' 2015 EDIDA Award. Their exhibitions include 'Das Haus' for imm cologne, 'Wool Parade' for Kvadrat and 'Living Objects: made for India' for the Europalia Festival of India.

Kvadrat

Kvadrat was established in Denmark in 1968 and has deep roots in Scandinavia's world-famous design tradition. Kvadrat holds the leading position in Europe's high-quality contemporary textiles market. We supply architects, designers and private consumers across the world with textiles and textile-related products.

Our products reflect our commitment to colour, quality, simplicity and innovation.

We consistently push the aesthetic, technological and functional properties of textiles. In doing so, we collaborate with leading designers, architects and artists; among others Margrethe Odgaard, Miriam Bäckström, Raf Simons, Ronan and Erwan Bouroullec, Thomas Demand, Olafur Eliasson, Alfredo Häberli, Akira Minagawa, Peter Saville, Roman Signer, as well as Doshi Levien and Patricia Urquiola.

For further information, please contact press@kvadrat.org

kvadrat.dk

Jaali

92% wool, 8% polyamide

140 cm wide

20 colourways

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